I. AMENDMENTS TO THE CLAIMS

1 (cancelled)

2. ~~The system of claim 1 wherein~~ For use with the Internet, a system comprising:

A communication network;

An ad server;

An information provider;

An advertising display server, and;

Said ad server, information provider and advertising display server being connected to said communication network;

Said ad server having stored therein, a visitor's IP address, and other visitor-related information;

Said information provider having stored therein latitude and longitude coordinates of a visitor's geographical location;

Said advertising display server having stored in two caches, data subsets separated from data collected from said ad server and said information provider, a first of said caches having stored therein a per-advertiser data subset, a second of said caches having stored therein a per-site data subset;

said advertising display server having ~~has~~ stored therein a site-viewpoint applet and an advertiser-viewpoint applet, each applet capable of processing a data subset to display on a web page indicia on a map, said indicia being located on the map according to geographical locations of Internet visitors.

3 (Previously amended) The system of claim 2 wherein said advertising display server includes a servlet capable of selectively feeding said per-site data subset from said second cache to said site-viewpoint applet and said per-advertiser data subset from said first cache to said advertiser-viewpoint applet.

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4 (Original) The system of claim 3 wherein data fed to an applet may include a mapping component that displays each visitor's location on a map by plotting indicia at latitude/longitude coordinates on the map.

5 (Original) The system of claim 2 wherein a visual characteristic of an indicium is changed in proportion to the number of Internet visitors from the same geographical location.

6 (Original) The system of claim 5 wherein, said indicium is a spot on the map that varies in at least one of color, size and intensity.

7 (Canceled)

8 (Previously amended) A method of processing information by computer over the Internet comprising steps of:

A. Storing collected data which includes a visitor's IP address, and other visitor-related information, said collected data further including latitude and longitude coordinates of a visitor's geographical location;

B. Separating said collected data into two subsets, a per-advertiser data subset, and a per-site data subset;

C. Transferring to either a web page on said internet or a server, a site-viewpoint applet and an advertiser-viewpoint applet, each applet capable of processing a data subset to display, on a web page, indicia on a map, said indicia being located on said map according to geographical locations of Internet visitors; and,

D. Selectively feeding said per-site data subset to said site-viewpoint applet and said per-advertiser data subset to said advertiser-viewpoint applet.

9 (Previously amended) The method of claim 8 wherein data fed to an applet includes a mapping component that displays each visitor's location on a map by plotting indicia at latitude/longitude coordinates on the map.

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10 (Previously amended) The method of claim 9 wherein a visual characteristic of an indicium is changed in proportion to the number of Internet visitors from the same geographical location.

11 (Previously amended) The method of claim 10 wherein said indicium is a spot on the map that varies in at least one of color, size and intensity.

12 (Currently amended) The method of claim 8 wherein said other visitor-related information includes consisting of running totals of performance data, a price histogram that plots the number of ads served at a given price, and a domain name moving "ticker tape" that displays, in real time, the domain names associated with visitors.

13 (Currently amended) For use on an Internet private web page accessible to a user, a method comprising steps of:
A. Receiving user-specific data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet Web page visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser;
Said user-specific data consisting of including ad impressions, IP addresses of visitors and geographical data including locations of IP addresses of said visitors; and,
B. Plotting indicia representing ad impressions for a site included in said user-specific data on a map on said private web page.

14 (Original) The method of claim 13 wherein a visual characteristic of said indicia is changed in proportion to a number of said Internet visitors from the same geographical location.

15 (Original) The method of claim 14 wherein said visual characteristic is at least one of (1) color (2) size and (3) intensity.

16 (Currently amended) A method comprising steps of:

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A. Receiving enhanced data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser;

Said enhanced data consisting of ~~including~~ ad impressions, IP addresses of visitors and geographical data including locations of IP addresses of said visitors;

B. Separating said enhanced data into user-specific data; and,

C. Transferring said user-specific data and a user-viewpoint applet to a private web page accessible to said user;

Said user-viewpoint applet capable of plotting indicia representing ad impressions for a site included in said user-specific data on a map on said private web page.

17 (Original) The method of claim 16 wherein a visual characteristic of said indicia is changed in proportion to a number of said Internet visitors from the same geographical location.

18 (Original) The method of claim 17 wherein said visual characteristic is at least one of (1) color (2) size and (3) intensity.

19 (Original) The method of claim 16 wherein said user-specific data are one of a site-specific data or an advertiser-specific data. .

20 (Original) The method of claim 16 wherein said user-viewpoint applet is one of a site-viewpoint applet or an advertiser- viewpoint applet.